

ORDER



Orders
Order / Rev: 163755
Alt Order #: 06838109
Product Desc: AMER FOR PROSPER
Estimate: 316
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/02/12 / 08/20/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency
Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmont Ave Ste 306
 Towson, MD 21286-1002

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans for Prosperity
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	46	\$26,675.00	\$22,673.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	46	\$26,675.00	\$22,673.75	0.00
Totals	46	\$26,675.00	\$22,673.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	08/15/12	08/17/12	News 4 Today II 6a-7a	CM	M-F 6a-7a	--WTF--	:30	3	\$600.002		0.00	NM	3	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--WTF--	3			\$600.00		0.00					
E 2	All	08/15/12	08/17/12	M-F Today Show	CM	M-F 7a-9a	--WTF--	:30	6	\$600.002		0.00	NM	6	\$3,600.00
M-F Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--WTF--	6			\$600.00		0.00					
E 3	All	08/15/12	08/17/12	News 4 @ Midday M-F	CM	M-F 12noon-1p	--WTF--	:30	3	\$250.003		0.00	NM	3	\$750.00
News 4 @ Midday M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--WTF--	3			\$250.00		0.00					
E 4	All	08/15/12	08/17/12	News 4 @ 6p M-F	CM	M-F 6p-632p	--WTF--	:30	3	\$800.003		0.00	NM	2	\$1,600.00
News 4 @ 6p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	--WTF--	3			\$800.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	All	08/13/12-08/19/12		News 4 @ 6p M-F		M-F 6p-632p	--wThF----	:30		(\$800.00)	0.00	NM			
Credited [preempted spots]															
E 5	All	08/15/12	08/17/12		CM	M-F 630p-7p	--WTF--	:30	3	\$700.002		0.00	NM	2	\$1,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS News 4 @ 630p M-F News 4 @ 630p M-F Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 --WTF-- 3 \$700.00 0.00 Spots Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 3 All 08/13/12-08/19/12 News 4 @ 630p M-F M-F 630p-7p --WThF---- :30 (\$700.00) 0.00 NM Credited [preempted spots]														
E 6	All	08/15/12	08/17/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p--WTF--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
TONIGHT SHOW Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 --WTF-- 3 \$350.00 0.00														
E 7	All	08/15/12	08/17/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
ACCESS HOLLYWOOD Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 --WTF-- 3 \$200.00 0.00														
E 8	All	08/18/12	08/18/12	Saturday Prime C Saturday Prime C	CM	Sa 9p-10p -----S-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
LAW & ORDER:SVU Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -----S- 1 \$800.00 0.00														
E 9	All	08/19/12	08/19/12	Chris Matthews Chris Matthews	CM	Su 830a-9a -----S	:30	1	\$175.00	2	0.00	NM	1	\$175.00
CHRIS MATHEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -----S 1 \$175.00 0.00														
E 10	All	08/19/12	08/19/12	Meet The Press Meet The Press	CM	Su 9a-10a -----S	:30	1	\$400.00	2	0.00	NM	1	\$400.00
MEET THE PRESS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -----S 1 \$400.00 0.00														
E 11	All	08/19/12	08/19/12	NFL (Sunday) NFL (Sunday)	CM	Su 6p-930p (6:00 PM-9:00 PM) -----S	:30	3	\$1,600.00	1	0.00	NM	3	\$4,800.00
NFL PRE INDY Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 -----S 3 \$1,600.00 0.00														
E 12	All	08/20/12	08/21/12	News 4 Today II 6a-7a News 4 Today II 6a-7a	CM	M-F 6a-7a MT-----	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 MT----- 2 \$600.00 0.00														
E 13	All	08/20/12	08/21/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MT-----	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
TODAY SHOW Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 MT----- 4 \$600.00 0.00														
E 14	All	08/20/12	08/21/12	News 4 @ Midday M-F News 4 @ Midday M-F	CM	M-F 12noon-1p MT-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 MT----- 2 \$250.00 0.00														
E 15	All	08/20/12	08/21/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MT-----	:30	2	\$800.00	2	0.00	NM	2	\$1,600.00
NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 MT----- 2 \$800.00 0.00														
E 16	All	08/20/12	08/21/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p MT-----	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00

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NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$700.00		0.00				
E 17	All	08/20/12	08/21/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p	MT-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$350.00		0.00				
E 18	All	08/20/12	08/21/12	Access Hollywood Late PM Access Hollywood Late PM	CM	M-Th 1135p-1207a	MT-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$200.00		0.00				
N 19	Multi	08/16/12	08/16/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p	---T---	:30	1	\$800.00	3	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	---T---		1			\$800.00		0.00				
N 20	Multi	08/16/12	08/16/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	---T---	:30	1	\$700.00	2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	---T---		1			\$700.00		0.00				
Totals													46	\$26,675.00	